

**METHOD OF INDUCING A PURCHASER
TO VISIT A RETAIL OUTLET AT A REMOTE LOCATION AND OF INDUCING A
RETAIL OUTLET TO ACT AS SUCH A REMOTE LOCATION**

ABSTRACT OF THE DISCLOSURE

A method is defined for inducing a purchaser to visit a store at a remote location subsequent to the purchase of a product from a supplier to pick up or to return the product. This is done by providing incentives to the purchaser to induce him or her to visit an outlet. The level of inducement may be determined by the desire of the outlet to have that purchaser visit their store. Additionally, the method may include inducing a retail outlet to act as a remote location for product pick up or return by the purchaser by providing direct marketing opportunities to the retail outlet. The method offers a unique direct marketing system for general advertisers and allows marketing to an individual known to be coming to a particular location within a known time frame.